

Order / Rev: 706387
 Alt Order #: 06277567
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1560

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------------|-----------|-------------------|-----------------|---|-------------------|------------------------------|-----------------|---------------|---------------|-------------------------|-----|------------|-------------|-------|------------|
| E 3 | WKYC | 09/14/12 | 09/14/12 | M-F 3-4p The Doctors | CM | 3p-4p | ----F-- | :30 | 1 | \$650.00 | P-3 | 0.00 | NM | 1 | \$650.00 |
| DOCTORS< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 4 | WKYC | 09/14/12 | 09/14/12 | Early Today Early Today | CM | 4a-430a (4:00 AM-4:30 AM) | ----F-- | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 1 | \$100.00 |
| EARLY TDAY-NBC< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | | \$100.00 | | 0.00 | | | | | | |
| E 5 | WKYC | 09/14/12 | 09/14/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | ----F-- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| ELLEN< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 6 | WKYC | 09/14/12 | 09/14/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | ----F-- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| CH3 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | | \$1,800.00 | | 0.00 | | | | | | |
| E 7 | WKYC | 09/14/12 | 09/14/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | ----F-- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| CH 3 NWS AT 7< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | NKYC | 09/10/12-09/16/12 | | M-F 7-730p | | 7-730p | -----F---- | :30 | | (\$2,500.00) | | 0.00 | NM | | |
| See MG 7.2 | | | | | | | | | | | | | | | |
| [Prgm Change] baseball | | | | | | | | | | | | | | | |
| 2 | NKYC | 09/12/12-09/12/12 | | M-F 7-730p | | 7-730p | --W----- | :30 | | \$2,500.00 | | 0.00 | NM | | |
| Ⓜ MG for 7.1 09/14 | | | | | | | | | | | | | | | |
| E 8 | WKYC | 09/14/12 | 09/14/12 | M-F 7-9a Today Today Show | CM | 7a-9a | ----F-- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| TODAY SHW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | | \$1,800.00 | | 0.00 | | | | | | |
| E 9 | WKYC | 09/14/12 | 09/14/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | ----F-- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| TODAY SHW2-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 10 | WKYC | 09/17/12 | 09/17/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | M----- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| J FALLON-NBC< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| E 11 | WKYC | 09/17/12 | 09/17/12 | M-F 3-4p The Doctors | CM | 3p-4p | M----- | :30 | 1 | \$650.00 | P-3 | 0.00 | NM | 1 | \$650.00 |
| DOCTORS< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 12 | WKYC | 09/17/12 | 09/17/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | M----- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | 1 | | \$1,400.00 | | 0.00 | | | | | | |
| E 13 | WKYC | 09/17/12 | 09/17/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | M----- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| CH 3 NWS AT 6 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | 1 | | \$2,500.00 | | 0.00 | | | | | | |

Order / Rev: 706387
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Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1560

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|--|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 14 | WKYC | 09/17/12 | 09/17/12 | M-F 7-9a Today Today Show | CM | 7a-9a | M----- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| TODAY SHW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 15 | WKYC | 09/17/12 | 09/17/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | M----- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| ENT TONIGHT 30< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 16 | WKYC | 09/17/12 | 09/17/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a (9:00 AM-10:00 AM) | M----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| TODAY SHW2-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 17 | WKYC | 09/15/12 | 09/15/12 | Sat 6-630p Channel 3 News at 6P SAT | CM | 6-630p | -----S- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| AVG. ALL WKS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 18 | WKYC | 09/15/12 | 09/15/12 | SAT TDY NBC Today Show (Sa) | CM | 7a-9a | -----S- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 19 | WKYC | 09/16/12 | 09/16/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| SUN TODAY-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 20 | WKYC | 09/13/12 | 09/13/12 | M-F 11a-1230p 11a-1230p | CM | 11a-1230p | ---T--- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| GOOD COMPNY TV | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 21 | WKYC | 09/13/12 | 09/13/12 | Tonight Show Tonight Show | CM | 1135p-1237a | ---T--- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| TONITE SHW-NBC< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 22 | WKYC | 09/13/12 | 09/13/12 | M-F 3-4p The Doctors | CM | 3p-4p | ---T--- | :30 | 1 | \$650.00 | P-3 | 0.00 | NM | 1 | \$650.00 |
| DOCTORS< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$650.00 | | 0.00 | | | |
| E 23 | WKYC | 09/13/12 | 09/13/12 | Early Today Early Today | CM | 4a-430a (4:00 AM-4:30 AM) | ---T--- | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 1 | \$100.00 |
| EARLY TDAY-NBC< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$100.00 | | 0.00 | | | |
| E 24 | WKYC | 09/13/12 | 09/13/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | ---T--- | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$850.00 | | 0.00 | | | |
| E 25 | WKYC | 09/13/12 | 09/13/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | ---T--- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 26 | WKYC | 09/13/12 | 09/13/12 | | CM | 6a-7a | ---T--- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |

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WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|--------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| M-F 6-7a Channel 3 News Today @ 6AM | | | | | | | | | | | | | | | |
| CH3 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 27 | WKYC | 09/13/12 | 09/13/12 | M-F 7-730p | CM | 7-730p | ---T--- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| Channel 3 News at 7P | | | | | | | | | | | | | | | |
| CH 3 NWS AT 7< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 28 | WKYC | 09/13/12 | 09/13/12 | M-F 7-9a Today | CM | 7a-9a | ---T--- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| Today Show | | | | | | | | | | | | | | | |
| TODAY SHW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | ---T--- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 29 | WKYC | 09/12/12 | 09/12/12 | M-F 11a-1230p | CM | 11a-1230p | --W---- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| 11a-1230p | | | | | | | | | | | | | | | |
| GOOD COMPNY TV | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 30 | WKYC | 09/12/12 | 09/12/12 | Tonight Show | CM | 1135p-1237a | --W---- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| Tonight Show | | | | | | | | | | | | | | | |
| TONITE SHW-NBC< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 31 | WKYC | 09/12/12 | 09/12/12 | M-F 2-3p | CM | 2-3p | --W---- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| Rachel Ray | | | | | | | | | | | | | | | |
| RACHAEL RAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 32 | WKYC | 09/12/12 | 09/12/12 | M-F 4-5p | CM | 4p-5p | --W---- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| Ellen Degeneres | | | | | | | | | | | | | | | |
| ELLEN< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 33 | WKYC | 09/12/12 | 09/12/12 | M-F 6-630p | CM | 6p-630p | --W---- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| Channel 3 News at 6p | | | | | | | | | | | | | | | |
| CH 3 NWS AT 6 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 34 | WKYC | 09/12/12 | 09/12/12 | M-F 6-7a | CM | 6a-7a | --W---- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| Channel 3 News Today @ 6AM | | | | | | | | | | | | | | | |
| CH3 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 35 | WKYC | 09/12/12 | 09/12/12 | M-F 7-9a Today | CM | 7a-9a | --W---- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| Today Show | | | | | | | | | | | | | | | |
| TODAY SHW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 36 | WKYC | 09/12/12 | 09/12/12 | M-F 730-8p | CM | 730-8p | --W---- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| Entertainment Tonight | | | | | | | | | | | | | | | |
| ENT TONIGHT 30< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 37 | WKYC | 09/12/12 | 09/12/12 | M-F 9-10a Today II | CM | 9a-10a | --W---- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| Today Show II | | | | | | | | | | | | | | | |
| TODAY SHW2-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 09/10/12 | | 09/10/12 | 09/16/12 | --W---- | | | | | 1 | \$800.00 | | 0.00 | | | |

Order / Rev: 706387
 Alt Order #: 06277567
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1560

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------|-----------|-------------------|-----------------|-------------------------------------|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|------------|-------------|-------|-------------|
| E 37 | WKYC | 09/12/12 | 09/12/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | --W---- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| TODAY SHW2-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 09/10/12 | 09/16/12 | --W---- | | 1 | | \$800.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | NKYC | 09/10/12-09/16/12 | | M-F 9-10a Today II | | 9a-10a | --W----- | :30 | | (\$800.00) | | 0.00 | NM | | |
| See MG 37.2 | | | | | | | | | | | | | | | |
| [nbc new cut-in - jh] | | | | | | | | | | | | | | | |
| 2 | NKYC | 09/16/12-09/16/12 | | Major League Soccer | | Various | -----Su | :30 | | \$800.00 | | 0.00 | NM | | |
| Ⓜ MG for 37.1 09/12 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 37 | \$48,700.00 |